

## SYLLABUS

### 1. Data about the program of study

1.1 Institution	Technical University of Cluj-Napoca
1.2 Faculty	Faculty of Electronics, Telecommunications and information Technology
1.3 Department	<i>Electric Power Systems and Management</i>
1.4 Field of study	Electronic Engineering, Telecommunications and Information Technologies
1.5 Cycle of study	Bachelor of Science
1.6 Program of study / Qualification	Applied Electronics; Telecommunication Technologies and Systems / Engineer
1.7 Form of education	Full time
1.8 Subject code	57.20 (AE), 56.20 (TTS)

### 2. Data about the subject

2.1 Subject name	Marketing				
2.2 Subject area	Theoretical area Methodological area Analytic area				
2.3 Course responsible	Conf. dr. ec. Constantinescu-Dobra Anca				
2.4 Teacher in charge with seminar / laboratory / project	-				
2.5 Year of study		2.6 Semester		2.7 Assessment	
				2.8 Subject category	

### 3. Estimated total time

3.1 Number of hours per week	2	of which: 3.2 course	2	3.3 seminar / laboratory	0
3.4 To Total hours in the curriculum	75	of which: 3.5 course	28	3.6 seminar / laboratory	
Distribution of time					hours
Manual, lecture material and notes, bibliography					10
Supplementary study in the library, online specialized platforms and in the field					20
Preparation for seminars / laboratories, homework, reports, portfolios and essays					10
Tutoring					5
Exams and tests					2
Other activities:					
3.7 Total hours of individual study	47				
3.8 Total hours per semester	75				
3.9 Number of credit points	3				

### 4. Pre-requisites (where appropriate)

4.1 curriculum	
4.2 competence	

### 5. Requirements (where appropriate)

5.1. for the course	Elemente fundamentale economice
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5.2. for the seminars / laboratories / projects	
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## 6. Specific competences

Professional competences	<p>C6 Applying knowledge of legislation, economics, marketing, business and quality assurance, in economic and managerial contexts.</p> <p>C6.1 Identification of methods and techniques for product analysis and evaluation, design elements, as well as quality management, marketing and engineering principles, applicable in engineering activities.</p>
Cross competences	<p>the ability to work in inter and multi-disciplinary teams</p> <p>the ability to communicate effectively and understand professional and ethical responsibilities.</p>

## 7. Discipline objectives (as results from the key competences gained)

7.1 General objective	Understanding, assimilating and using the basic concepts, principles, techniques of marketing
7.2 Specific objectives	Understanding and acquiring the marketing orientation, the components of the marketing mix, the methods and techniques for collecting and processing marketing data, the methods of strategic analysis and determining the competitive advantage, the market segmentation and the purchasing decision criteria. Developing a marketing plan in which the product, price, distribution and promotion strategies are correlated.

## 8. Contents

8.1 Lecture (syllabus)	Teaching methods	Notes
The role of marketing in large, medium and small companies, as well as in society: the value offered to customers, the unique sales proposition, responsible marketing towards the community, the whole society and towards the environment. Specific marketing activities	Exposure - multimedia means, interactivity by problematizing the concepts analyzed during the course, synectics, thematic strategic game, exemplification, problematization, didactic exercise,	
The value chain and customer satisfaction		
Marketing research, data collection techniques; quantitative and qualitative data analysis methods; methods of experimentation; research report		
Analysis of the company's marketing environment. The marketing micro-environment and macro-environment: suppliers, interest groups, customers, the economic, demographic, technological, ecological, legislative, cultural environment		

Strategic marketing planning: creating and maintaining the balance between the objectives, resources and market opportunities of the company. Strategic analysis methods	case study, didactic film, formative evaluation	
Development of the company's marketing plan		
Market segmentation. Market segmentation criteria and methods		
Customer behavior analysis: the persona model		
Product Policy. Positioning map. Product life cycle.		
Research and development of the new product. Innovation development methods		
Product strategies depending on the stages of the life cycle. Product positioning strategies on the market		
The price. The objectives of the price policy. Price policies: penetration policy and creaming policy		
Distribution of products. Choice of distribution channels. Management and control of distribution channels		
Integrated marketing communication. The mechanisms of the communication process. Marketing communication mix: advertising, sales promotion, sales force, direct marketing, public relations		
<p><b>Bibliography</b></p> <ol style="list-style-type: none"> <li>1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, ed. UTPRES, 2009 – 30 exemplare</li> <li>2. Gary Armstrong and Philip Kotler , Marketing: An Introduction, Student Value Edition Plus 2017 MyLab Marketing with Pearson eText -- Access Card Package (13th Edition)</li> <li>3. William M. Pride and O. C. Ferrell , Bundle: Marketing 2018, Loose-Leaf Version, 19th + MindTap Marketing,</li> <li>4. A. Dobra Constantinescu, Marketingul produselor cosmetice, UTPRES, 2015</li> </ol> <p>Materiale didactice virtuale</p> <ol style="list-style-type: none"> <li>5. Allan Dib, Joel Richards , The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd</li> </ol> <p>Online - Constantinescu Anca, Marketing, 2020 <a href="http://www.marketing.utcluj.ro">www.marketing.utcluj.ro</a></p>		
<b>8.2 Seminar / laboratory / project</b>	<b>Teaching methods</b>	<b>Notes</b>
<b>Bibliography</b>		

### 9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field

The discipline content and the acquired skills are in agreement with the expectations of the professional organizations and the employers in the field.

### 10. Evaluation

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
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10.4 Course	The level of acquired theoretical knowledge and practical skills	For students who attended at least 8 courses - Creation and presentation of a marketing plan for a company - in a team (max 5 students) For those who have not attended at least 8 courses, they will also give a test with 20 multiple choice and open questions. In this situation, the grade will be computed : 50% marketing plan, 50% test)	100%
10.5 Seminar/ Laboratory			
10.6 Minimum standard of performance			
<b>Minimum performance standard:</b> <b>Grade C.&gt;5</b> <i>For grade 5, the students must know the following: description of the marketing mix, description of the communication mix, how to apply the SWOT analysis, BCG, competitor analysis, creating a positioning map for a product/application, setting the price based on the cost plus method and the margin method . The exam grade must be at least 5.</i>			

Date of filling in:	Responsible	Title Surname NAME	Signature
Iunie 2023	Course	Constantinescu-Dobra Anca	
	Applications		

Date of approval in the Department of Basis of Electronics	Head of Department
11.07.2023	Prof.dr.ing. Sorin HINTEA
Date of approval in the Council of Faculty of Electronics, Telecommunications and Information Technology	Dean
12.07.2023	Prof.dr.ing. Ovidiu POP